

Building Your Own Platform for Prosperity: A Program Design Toolkit



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Objectives

By the end of the session, you will have:

- **Shared** what type of organization you work with and your experience with integration
- **Named** for yourself how you want to integrate or expand financial capability services
- **Listed** potential community partners with whom you want to discuss a joint financial capability project
- **Described** a plan for how you will use the toolkit when you return home
- **Asked** questions you have about the toolkit

Speakers

- **Kate Griffin**, Director of Savings & Financial Capability, CFED
- **Gretchen Lehman**, AFI Program Manager, U.S. Office of Community Services
- **Rita Bowen**, Independent Consultant
- **Kori Hattemer**, Program Manager, Savings & Financial Capability, CFED

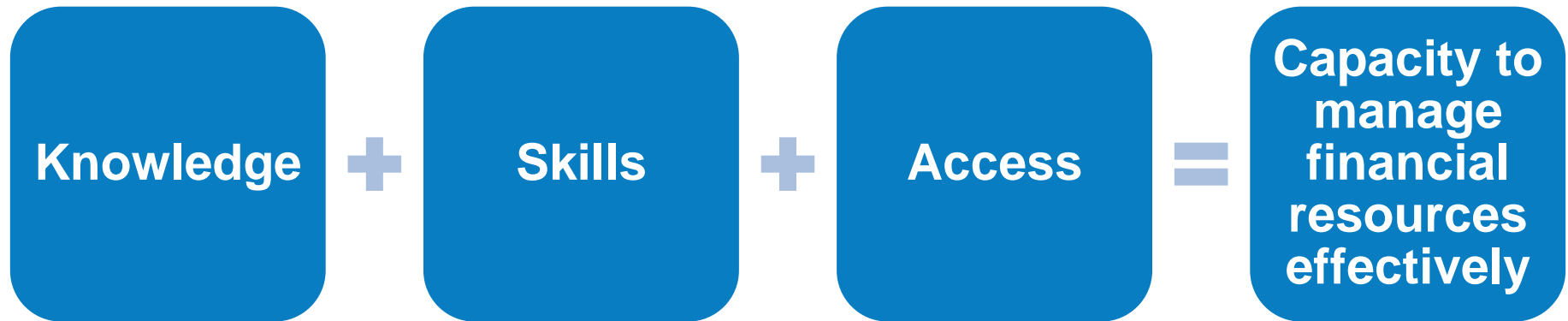
Who's in the room?

Background on ACF and the AFI Program

- Administration for Children and Families (ACF)
 - Part of the US Department of Health & Human Services.
 - Promotes the economic and social well-being of families, children, individuals and communities.
- Assets for Independence (AFI) program
 - Asset-building demonstration program.
 - Funds projects that provide Individual Development Accounts (IDAs) and related services to low-income people.
 - IDAs are matched savings accounts that can be used to acquire an asset: first home, small business, or post-secondary education or training.

Financial Capability

- The capacity, based on knowledge, skills, and access, to manage financial resources effectively.
 - Financial capability addresses multiple dimensions of a person's financial life and of public policy.



Financial Capability Strategies

Financial education

Financial counseling and coaching

Credit and debt management

Access to safe and affordable financial products

Savings mechanisms

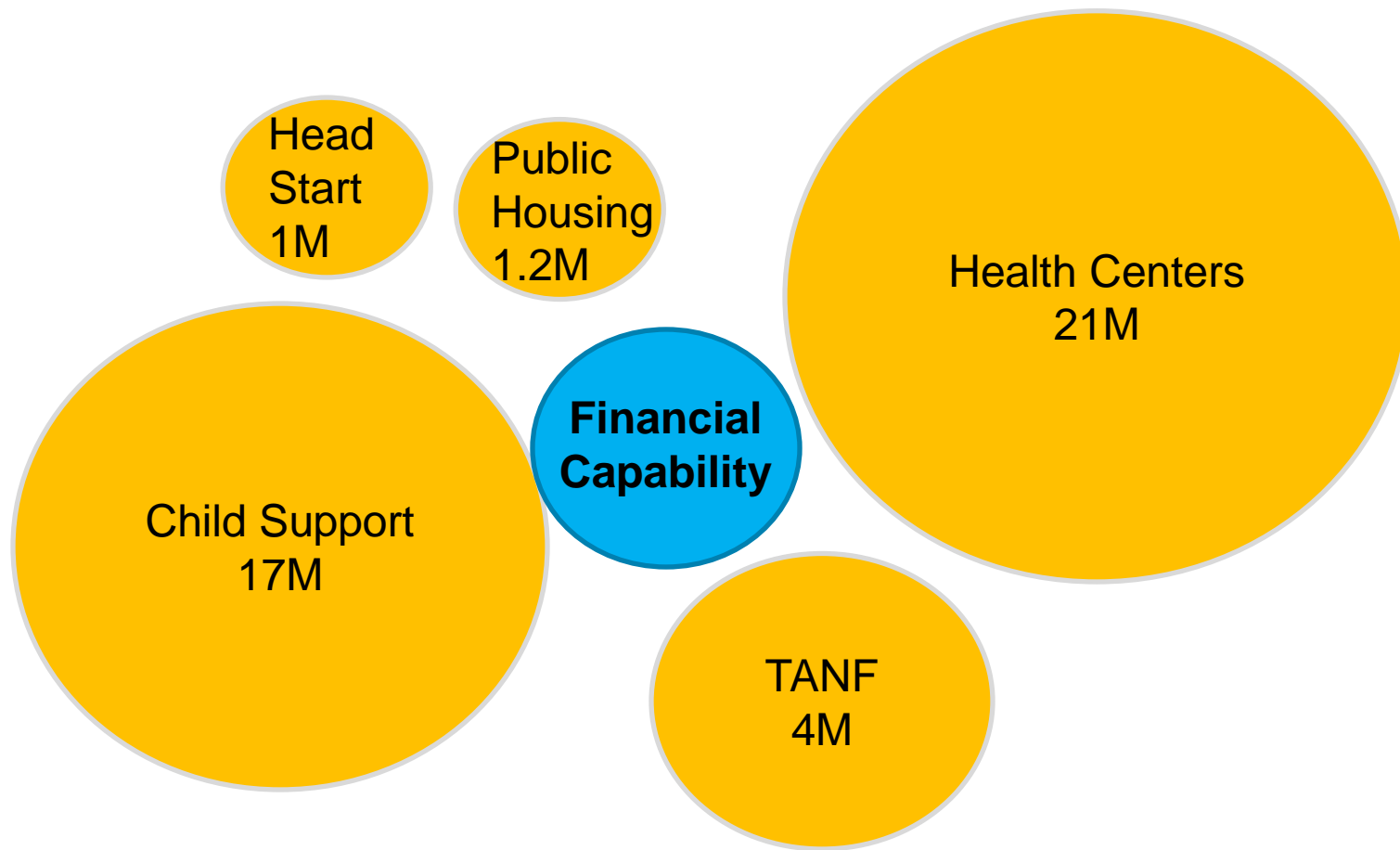
Tax credits and filing assistance

Access to federal and state benefits

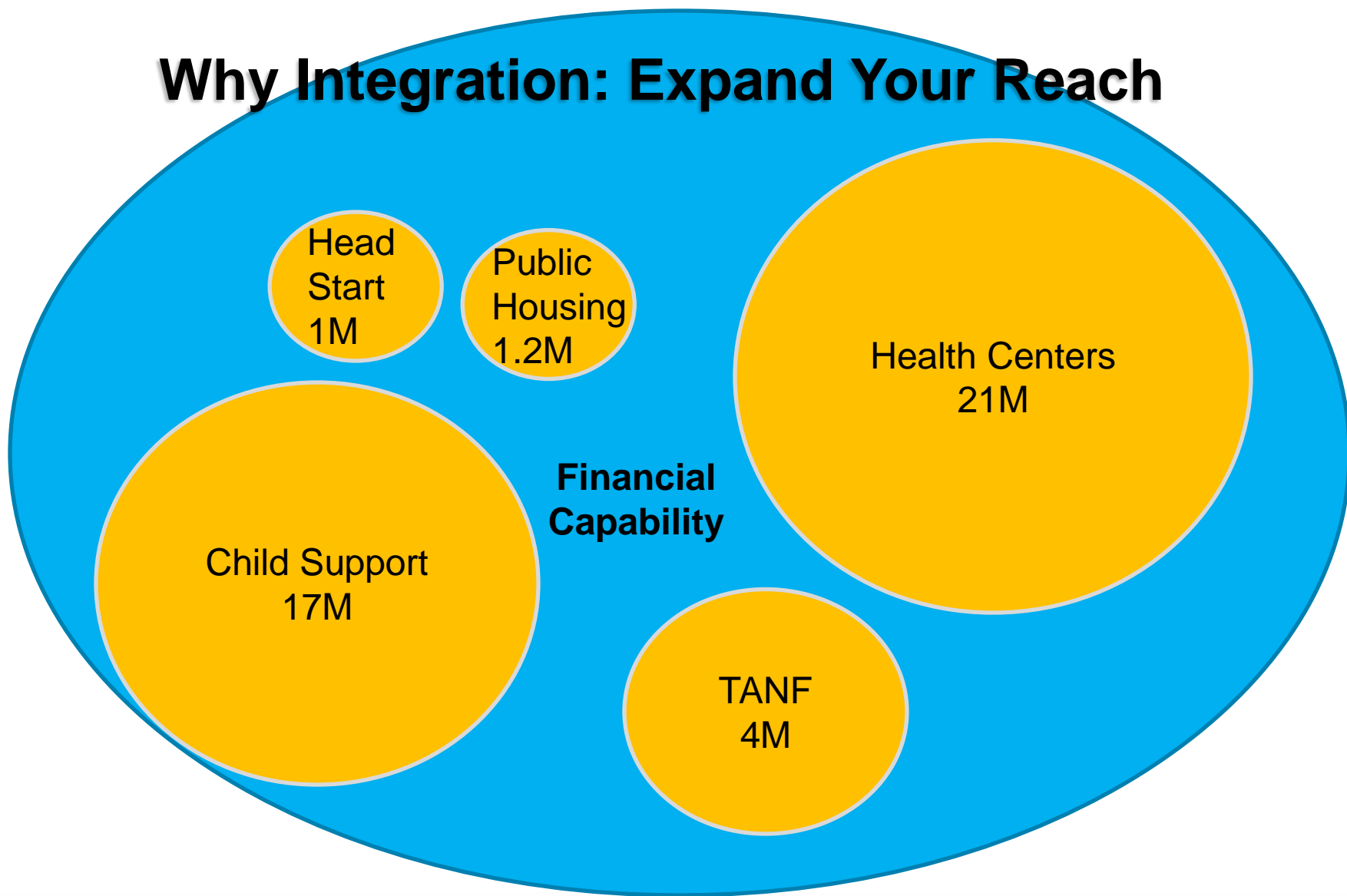
Leveraging the AFI Program for Integration

- AFI has been developing knowledge regarding how to support asset building for low-income people since it began in 1999.
- ASSET Initiative
 - 2009 - AFI begins partnering with other ACF programs and the regional offices to expand access to strategies such as financial education and accessing tax credits.
 - 2012 - AFI partners with CFED on the next phase of the ASSET Initiative, continuing to work with ACF programs, but also looking to other integration opportunities, such as community health centers.
- ACF has an on-going connection to other federal partners in the Financial Literacy and Education Commission (FLEC).

Why Integration: Expand Your Reach



Why Integration: Expand Your Reach



Why Integration: Break Down Silos



Learn

- Financial education & counseling
- Credit counseling & debt management
- Asset-specific education & training



Earn

- Free tax prep
- EITC/other tax credits
- Access to benefits



Save

- Affordable, accessible financial services
- Savings incentives
- Removal of disincentives (e.g., asset limits)



Invest

- Matched savings programs (IDAs, CSAs)
- Home purchase subsidies
- Small business capital
- Education subsidies



Protect

- Insurance
- Consumer financial protection
- Foreclosure prevention

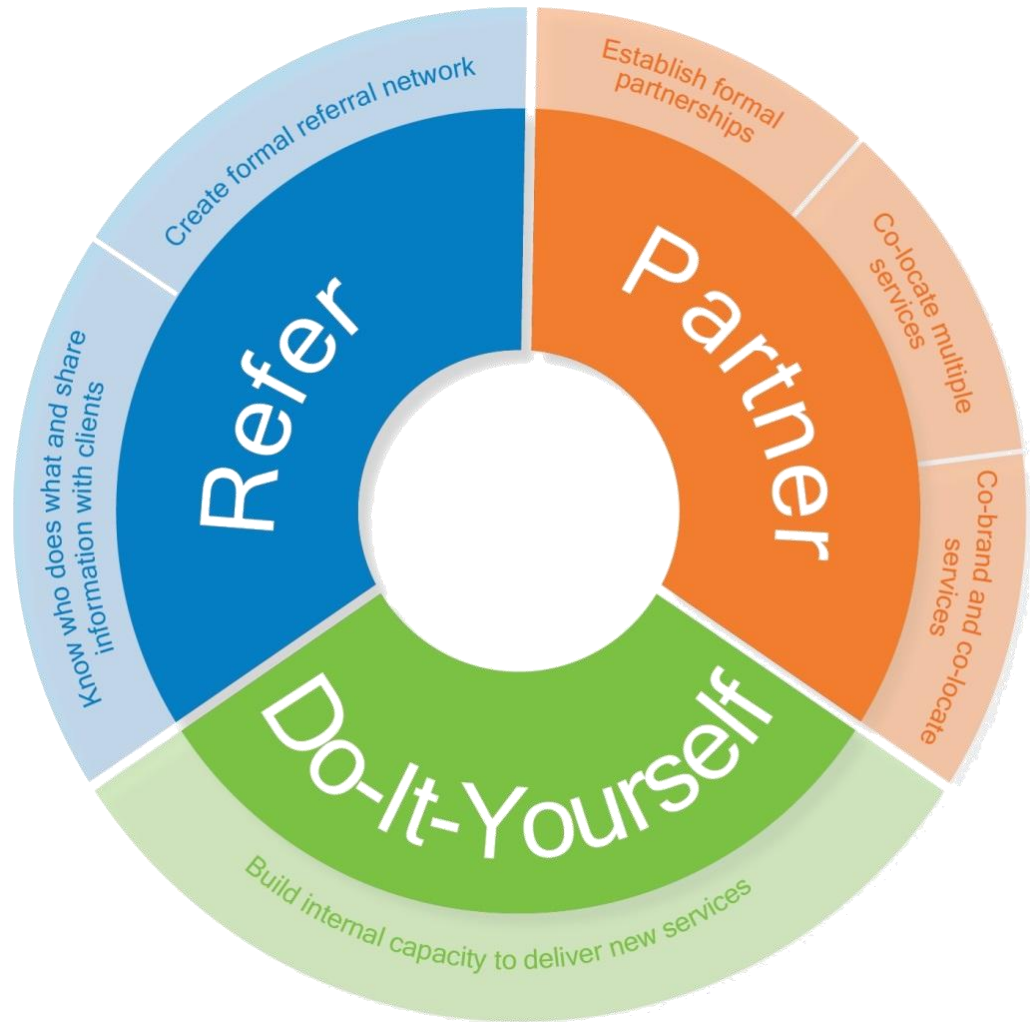


Why Integration: Improve Outcomes

Preliminary research indicates that, compared to participants who only receive one service, clients who take up multiple services are more likely to achieve a major economic outcome, such as:

- **Attain jobs**
- **Increase income**
- **Increase savings**

Three Integration Approaches



Example: Using Multiple Approaches



DIY

Train case managers to pull & review credit reports



Refer

Clients to financial coaching



Partner

On-site financial education workshops & tax prep



Integrating Financial Capability: A Toolkit for Social Service Organizations

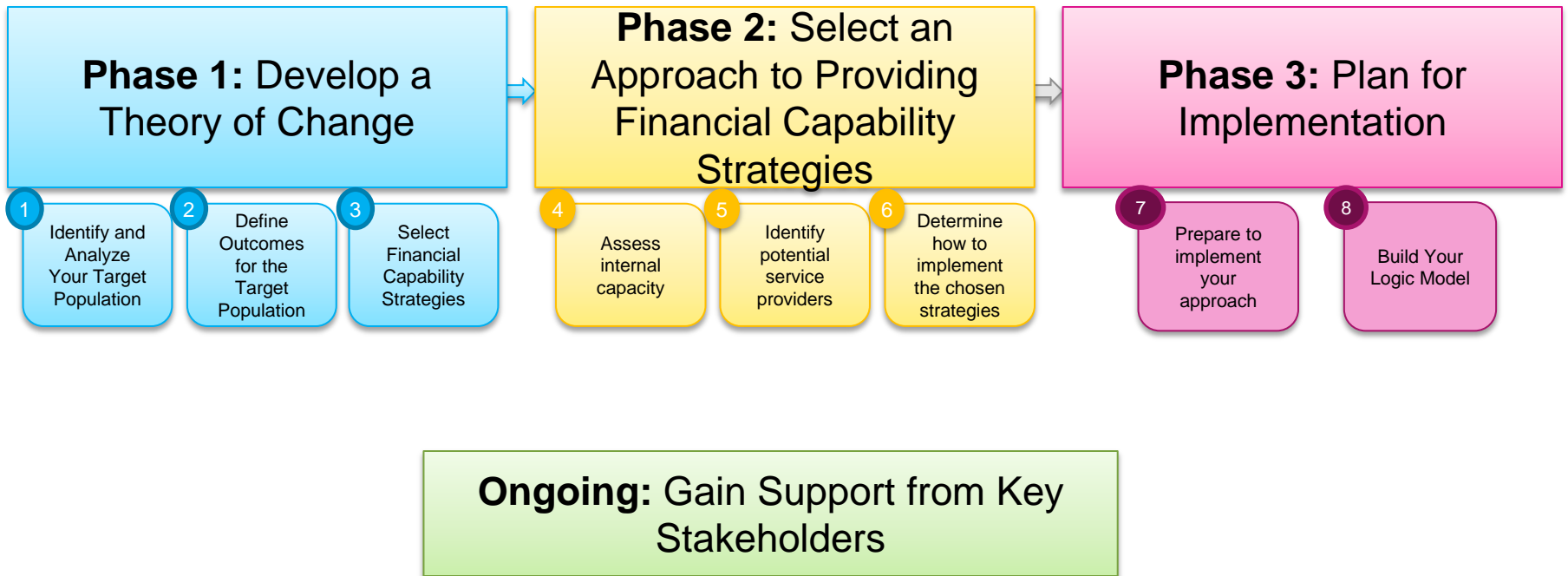
- Set of tools to help you determine how you can help your clients **address their financial challenges**
- **Step-by-step** guide for **decision-makers** and **program managers** at community-based organizations
- Relevant for organizations that want to provide financial capability strategies for the first time, or want to **improve or expand** existing efforts

Integrating Financial Capability: A Toolkit for Social Service Organizations

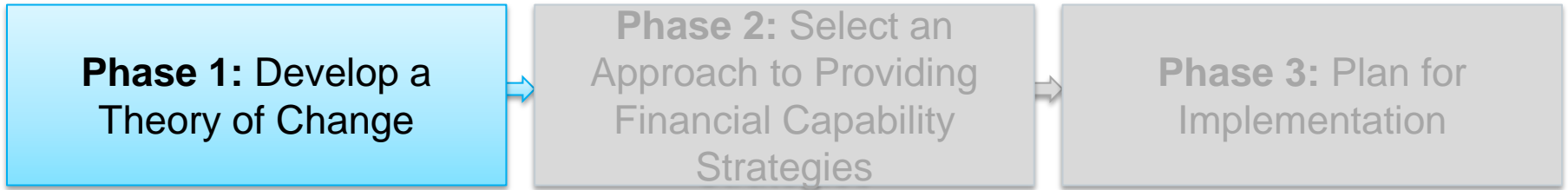
- To provide a **robust connection** to the diverse **field** of financial capability—its possibilities, change narrative, and prevailing best ideas
- To help teams **think systematically** about the financial lives of those they serve
- To frame the financial capability planning process, reflecting **best practices** in program design
- To make financial capability expansion **efficient** and **impactful** as the field grows

Write down one way you want to establish or expand your financial capability services.


Toolkit Roadmap



Toolkit Roadmap



1 Identify and Analyze Your **Target Population**

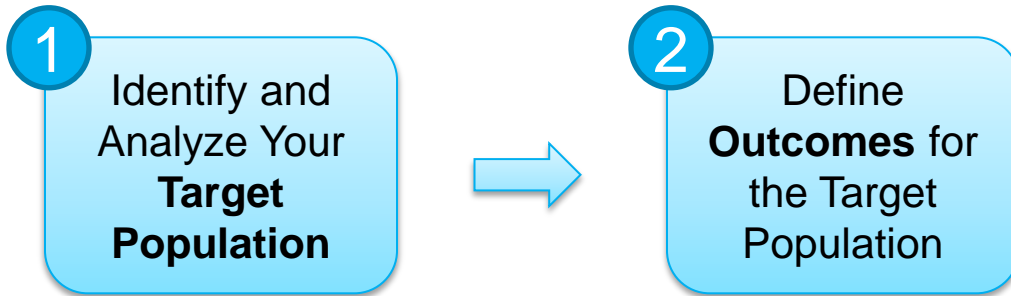
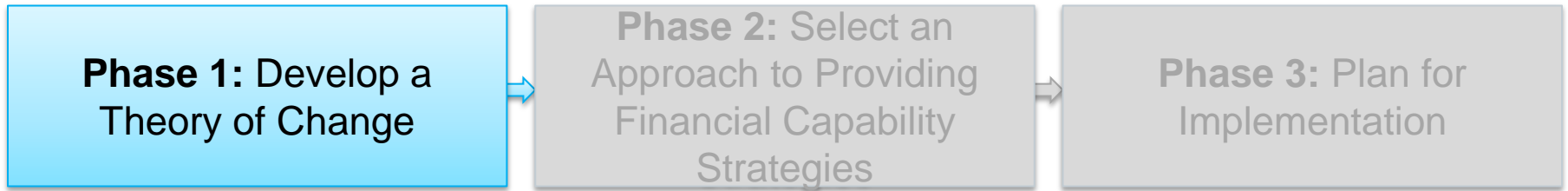
 **Tool 1: Target Population Analysis**


Word Association


Shout the words and images that come to mind when you hear

Financial Insecurity

Toolkit Roadmap



 **Tool 1: Target Population Analysis**

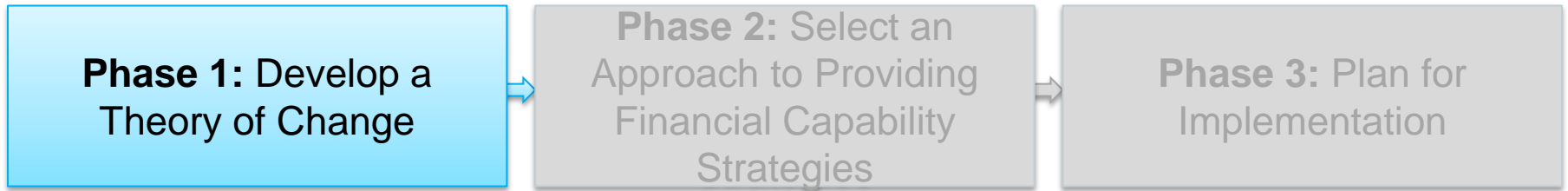
 **Tool 2: Define Outcomes for the Targeted Population**


Word Association


Shout the words and images that come to mind when you hear


Financial Security

Toolkit Roadmap



 **Tool 1:** Target Population Analysis

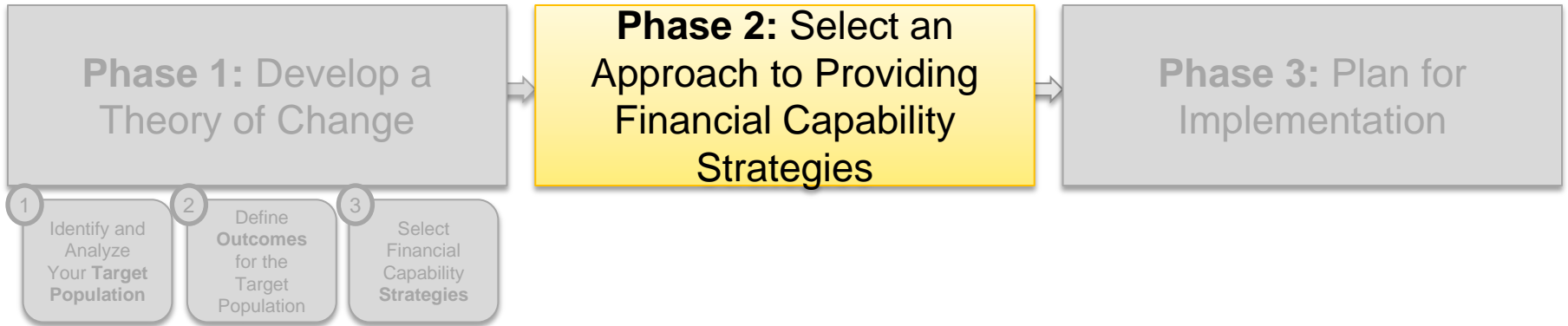
 **Tool 2:** Define Outcomes for the Targeted Population

 **Tool 3:** Create a Theory of Change

Example: Theory of Change

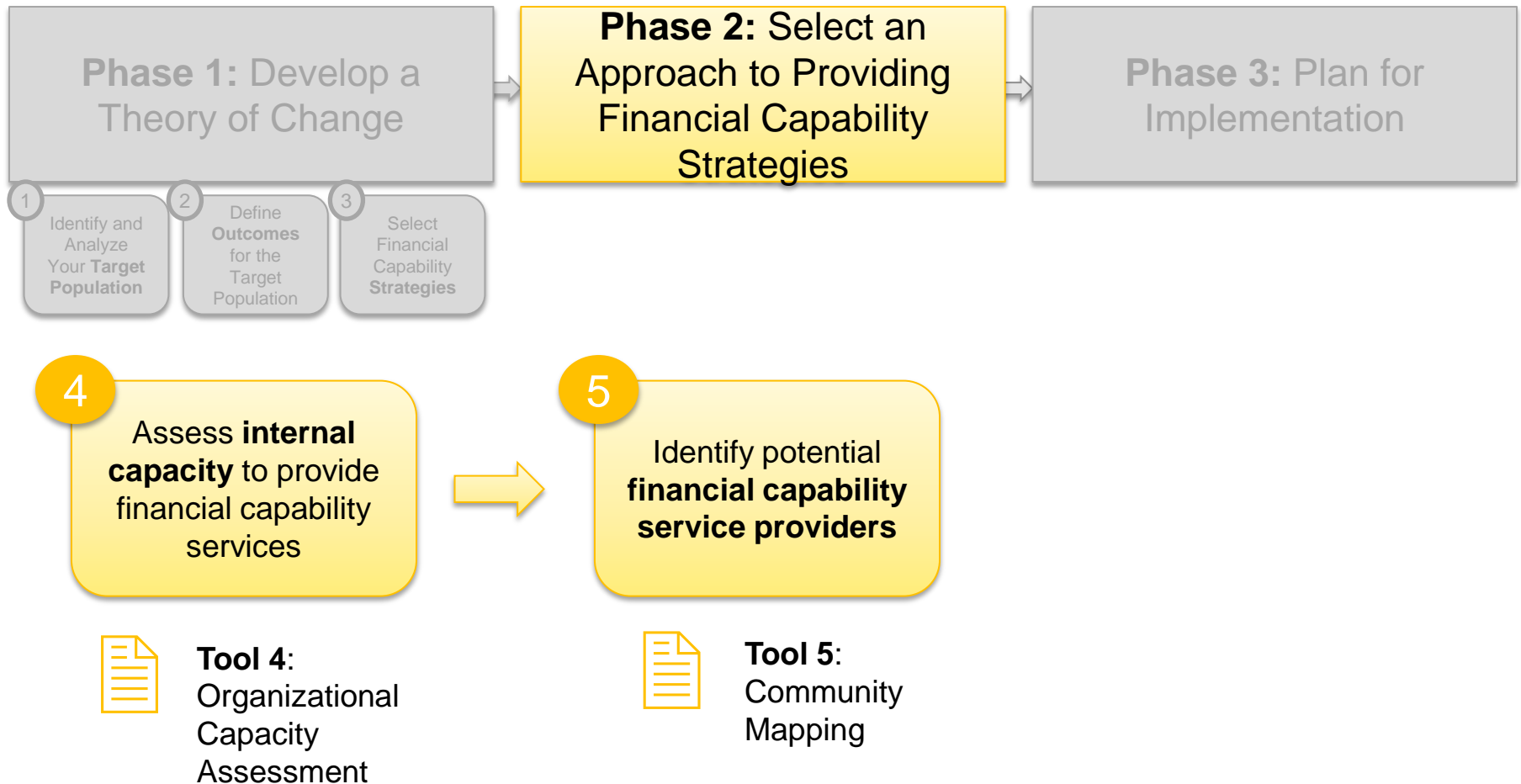
Target Population	Financial Capability Strategies	Target Outcomes
<p>#1 Adults (25-55 years of age) who are disabled or unemployed and receiving benefits</p>	<ul style="list-style-type: none"> • One on one financial counseling • Access to affordable bank products • Stipend Budgeting help • Benefits counseling 	<ul style="list-style-type: none"> • Build job experience • Maintain debt • Use financial products • Improve budgeting and financial planning skills
<p>#2 Adults (25-55 years of age) who have returned back to work</p>	<ul style="list-style-type: none"> • Financial education • Credit counseling • Access to affordable bank products • Free tax prep services • Matched savings program 	<ul style="list-style-type: none"> • Increase income • Improve credit • Reduce debt • Develop savings • Improve budgeting and financial planning skills • Transition to career

Toolkit Roadmap



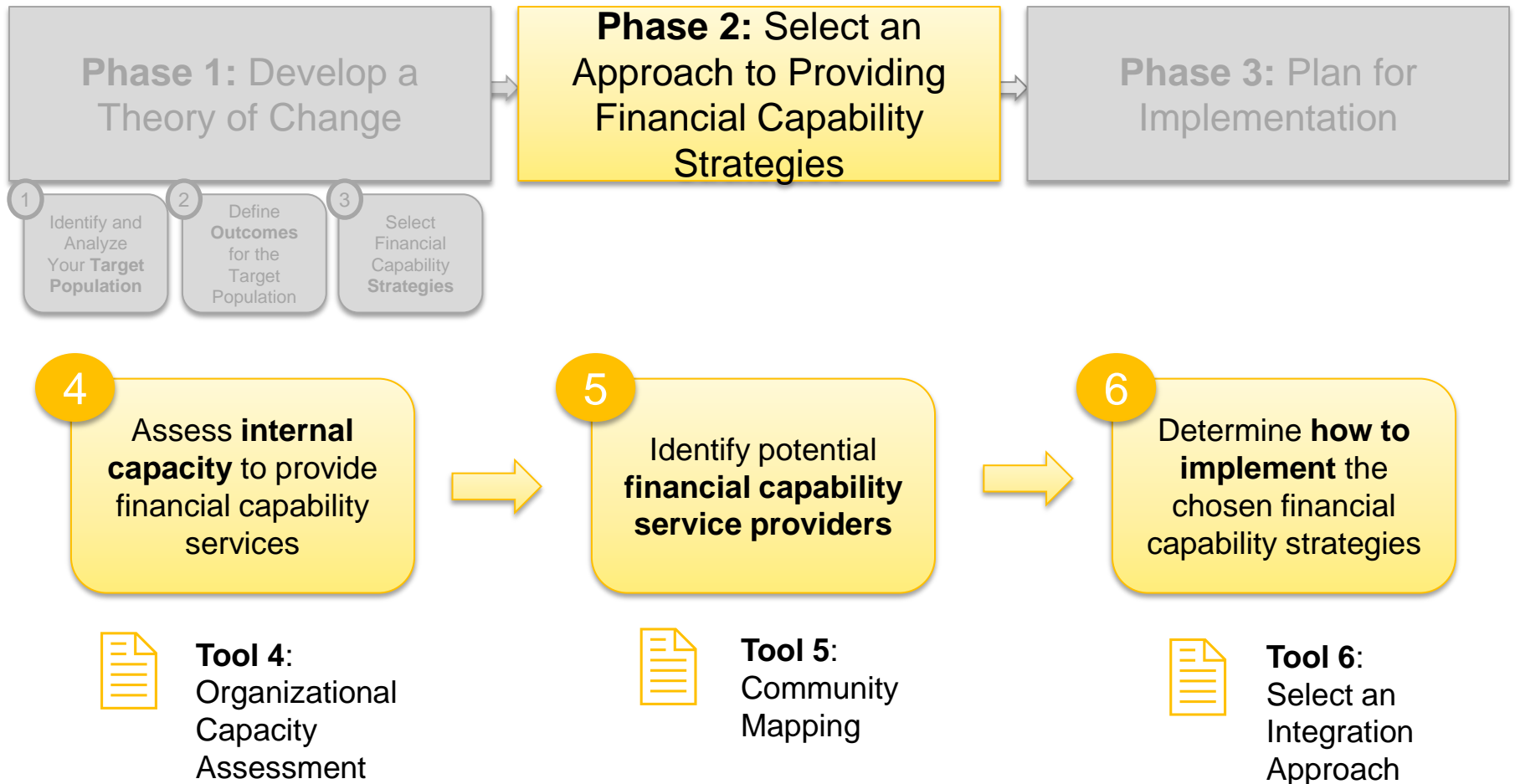
Tool 4:
Organizational
Capacity
Assessment

Toolkit Roadmap



List the community organizations, funders, and other stakeholders you will reach out to for discussion of this partnership.

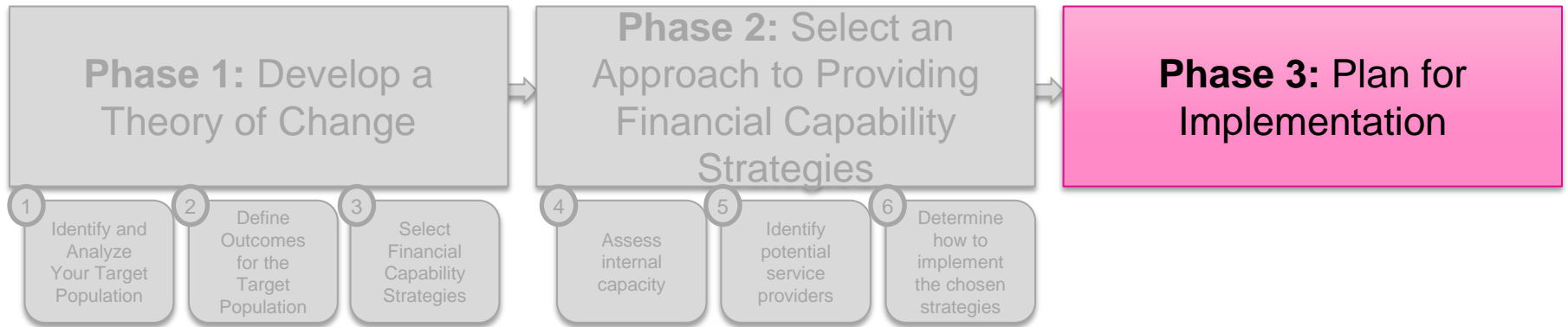
Toolkit Roadmap



Example: Decision Summary Sheet

Financial Capability Strategy	Integration Decision	If Refer or Partner, organization you want to work with	Notes
One-on-one financial coaching	<input type="checkbox"/> Refer <input type="checkbox"/> Partner <input checked="" type="checkbox"/> Do-it-yourself		Partnering internally between Financial Services and Workforce Development
Credit counseling	<input checked="" type="checkbox"/> Refer <input type="checkbox"/> Partner <input type="checkbox"/> Do-it-yourself	Apprisen Financial Advocates	Good reputation among clients
Access to financial products	<input type="checkbox"/> Refer <input checked="" type="checkbox"/> Partner <input type="checkbox"/> Do-it-yourself	Fifth Third Bank	Joint programs to open accounts on site and offer tailored products for clients

Toolkit Roadmap



7
Prepare to Implement Your Integration Approach



Tool 7A:
Create a Referral Pipeline

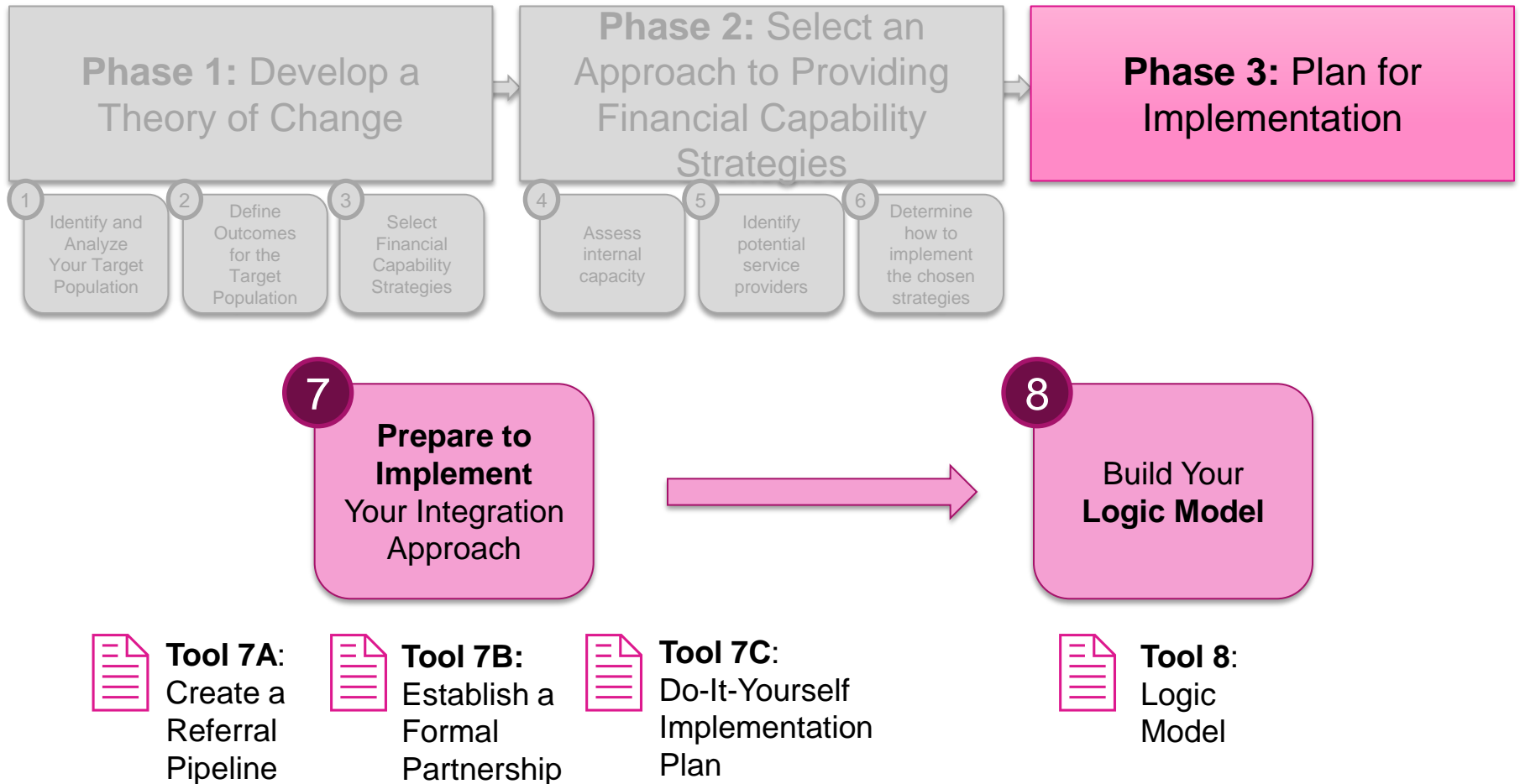


Tool 7B:
Establish a Formal Partnership



Tool 7C:
Do-It-Yourself Implementation Plan

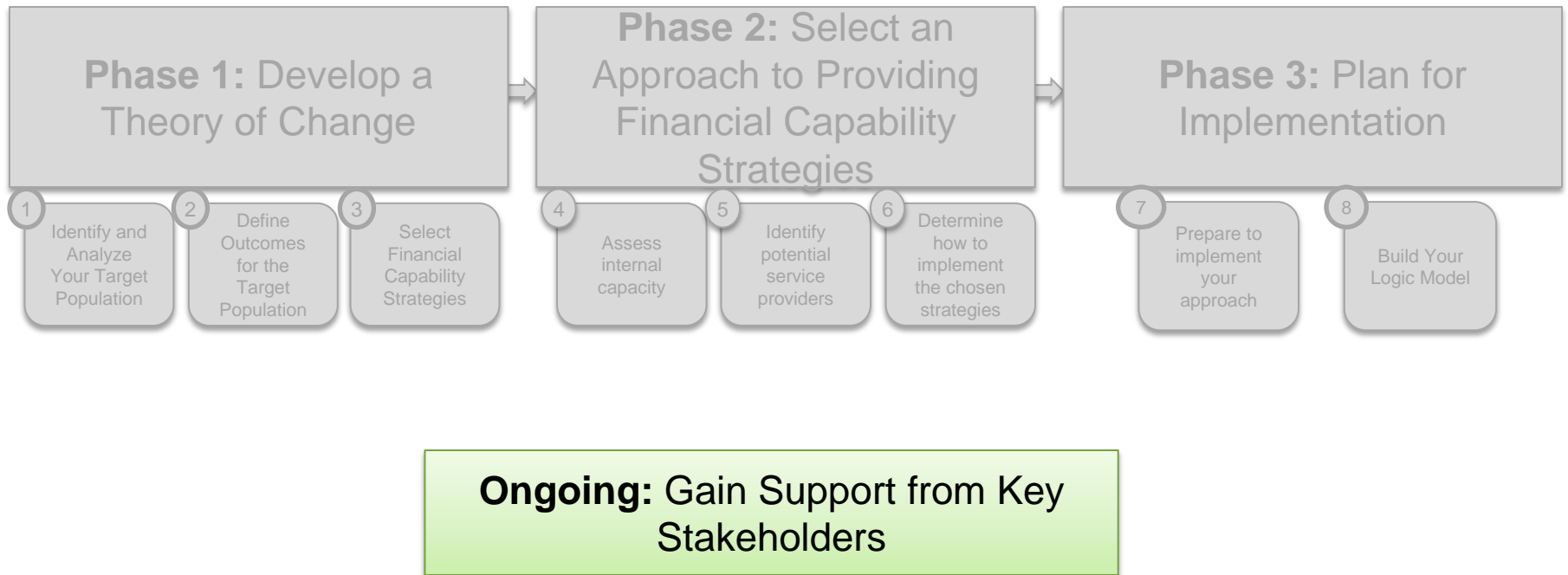
Toolkit Roadmap



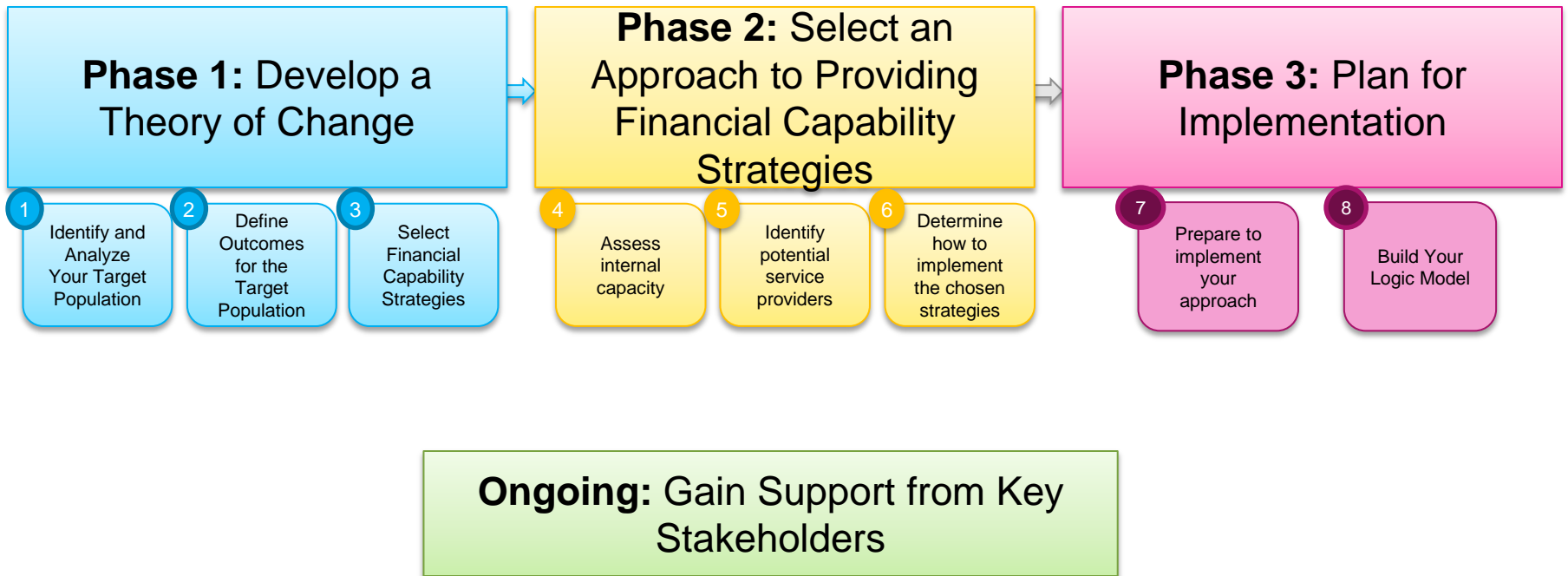
Example: Logic Model

PROGRAM PROCESS			PROGRAM OUTCOMES		
Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
<ul style="list-style-type: none"> • Diverse Funding • Partners • Technology • Staff /Volunteers • Pro bono presenters • Financial Ed Curriculum • Volunteers • Referrals from other agencies 	<ul style="list-style-type: none"> • Financial Counseling • Financial Education • Credit Counseling • Access to Financial Products • Stipend Budgeting Assistance • Free tax prep • Matched savings program 	<ul style="list-style-type: none"> • # counseling sessions • # workshops • # clients attending workshops • # referrals for credit counseling • # acct opening sessions on site • # budgeting sessions • # tax returns completed • # savings deposits 	<ul style="list-style-type: none"> • Open bank accounts • Improve budgeting skills 	<ul style="list-style-type: none"> • Increase income • Improve credit • Build job experience • Maintain debt • Use financial products • Improve budgeting and financial planning skills 	<ul style="list-style-type: none"> • Reduce debt • Develop savings • Improve budgeting and financial planning skills • Transition to career • Increase income • Improve credit • Build job experience • Maintain debt

Toolkit Roadmap



Toolkit Roadmap



Appendices

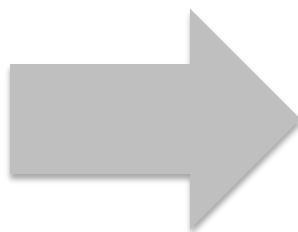
- **Appendix A:** Gain Support from Key Stakeholders
- **Appendix B:** Resources
- **Appendix C:** Examples of Financial Capability Outcomes within Specific Dimensions of Financial Capability
- **Appendix D:** Complete Set of Blank Tools

How to use the toolkit

1. Pick your starting point within the toolkit
 - **Option 1:** Complete the tools in order from Step 1
 - **Option 2:** Pick and choose specific tools based on your needs and plans
2. Identify who at your organization will complete the tools
 - One person? A team? Work as a group? Multiple sessions? How long will it take?
3. Tailor the tools for your organization

Pilot Purpose

To test out the toolkit and collect feedback for how to make it more effective, helpful, and relevant



Toolkit Purpose

To provide resources that help organizations integrate financial capability strategies to improve the financial well-being of the people they serve

Pilot Sites

- Solid Ground (*Seattle, WA*)
- Mercy Housing Lakefront (*Chicago, IL*)
- Resident Services Corporation of DeKalb (*Atlanta, GA*)
- Jubilee Housing (*Washington, DC*)
- IMPACT Community Action (*Columbus, OH*)
- Primavera Foundation (*Tucson, AZ*)
- FECS (*New York, NY*)
- Catholic Charities Wichita (*Wichita, KS*)
- Paul's Place (*Baltimore, MD*)
- Community Empowerment Fund (*Durham, NC*)
- REACH CDC (*Portland, OR*)
- SoBro (*New York, NY*)
- Community Action of Southern Kentucky (*Bowling Green, KY*)
- Louisville Metro (*Louisville, KY*)
- Carrfour Supportive Housing (*Miami, FL*)

Toolkit Review, Revision & Publication 2014 - 2015

**JUNE 23 –
OCT. 3, 2014**

Collect feedback from
pilot sites and
reviewers

EARLY 2015

Publish toolkit



Revise toolkit and
design layout

**OCT. 3 –
DEC. 31, 2014**

How will you use the toolkit?

- I will **review** the toolkit and **provide feedback** to the developers by October 3, 2014
- I will **use** the tools when the final toolkit comes out in early 2015
- I will contact or work with my **local partner** who is currently using the toolkit
- I don't have a need for the toolkit but want to **share** it with my colleagues/partners
- I **don't know** yet

Questions



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Thank you!

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